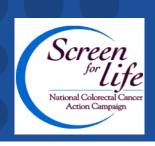
Colorectal Cancer Awareness Network "CRAN"

- Established in 2002
- Mission to raise awareness about colorectal cancer and need for screening



- Statewide network of hundreds of individuals and organizations
- Moving to regional level (2004-2005)
 - Under leadership of American Cancer Society, Great Lakes Division, Inc.



Television PSAs

"Morgan Freeman - Picture of Health"

- :60 seconds

- :30 seconds

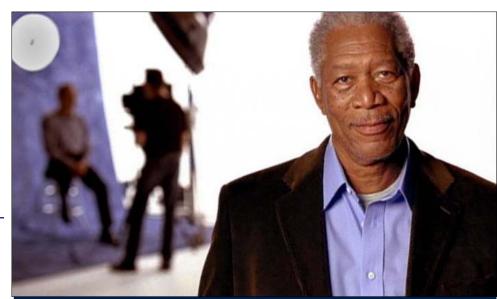
"One-on-One with

Morgan Freeman –

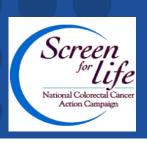
Picture of Health"

- :30 seconds

- :20 seconds





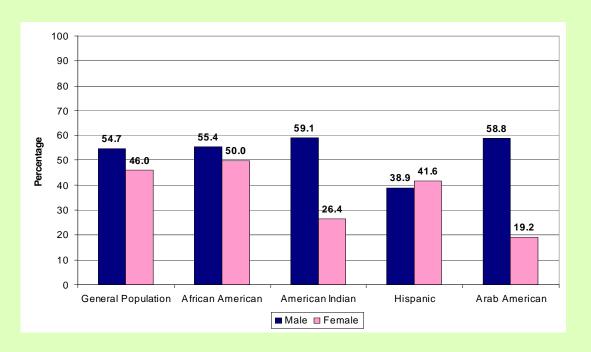


Main Campaign Messages

- CRC is the 2nd leading cancer killer
- It affects men and women
- Screening is recommended for all (average risk) adults beginning at age 50
- Precancerous polyps and early-stage CRC don't always cause symptoms don't wait for symptoms to be tested
- CRC is largely preventable Screening is the best way to prevent CRC
 - (by finding polyps so they can be removed before turning cancerous)
- Most insurance plans and Medicare help pay for screening



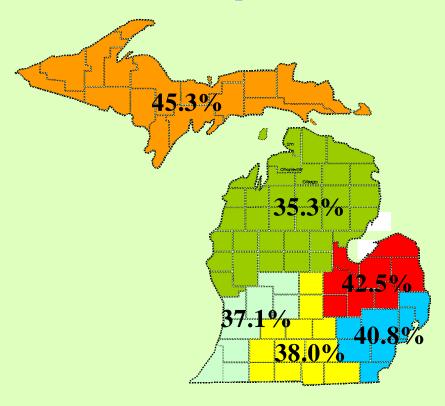
Percentage of Adults Age 50+ Years Who Reported Having Had any Appropriate Colorectal Cancer Screening Test * by **Population Group** and **Gender**, Michigan 2001-2002



Source: Special Cancer Behavioral Risk Factor Survey, 2001-2002

*According to revised guidelines which include a FOBT every year or a sigmoidoscopy every 5 years or a FOBT every year and a sigmoidoscopy every 5 years or a colonoscopy every 10 years or a DCBE every 5 years

Percentage of Unscreened out of Total Average Risk Population 50+ by Region Overall state percent=39.6%



Colorectal Cancer
Mortality
Rates by County,
1992-2001

Counties with significantly lower mortality rates*

Counties without significantly different mortality rates*

Counties with significantly higher mortality rates*

* Differences in age-adjusted mortality rates were statistically tested at 95% confidence levels to compare each county with the all-county rate.

www.michiganstepsup.org

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